

CUSTOMER CASE STUDY

Empresas ADOC Grows their Customer Base 11x with a Loyalty Program Powered by SugarCRM



“Making the world walk better”—this is the mission behind Empresas ADOC. Founded in 1953 as a Salvadorian family business, you’ll now find this leading shoe retail company across countries in Central America like El Salvador, Guatemala, Honduras, Nicaragua, and Costa Rica. ADOC’s production plants churn out nearly 6,000 pairs of shoes daily. This creates substantial employment opportunities in the region, leading to a lasting impact on regional growth and prosperity.

ADOC’s vision is all about creating meaningful connections with their customers. The company wants to provide exceptional service from the first interaction to the delivery of their products, always prioritizing customer needs. For ADOC, success means customer satisfaction and loyalty. Since partnering with SugarCRM, ADOC has seen their customer base multiply 11-fold, their NPS climb by 5%, and their churn rate plummet by 36%.

These numbers tell the story of a company that has transformed its operations and deepened its customer loyalty, one personalized interaction at a time.

Customer ///

Empresas ADOC

Industry ///

Retail and Consumer Goods

Website ///

empresasadoc.com/en/

Navigating Complexity

As a large company, ADOC needs to manage a complex web of operations: five brands, 250 physical stores, 20 e-commerce websites, and various social media platforms. The company also distributes other brands like Caterpillar, The North Face, and Hush Puppies, and needs to cater to both companies and individual consumers.

ADOC's customer relationship management (CRM) manager, Luis Vasquez, is in charge of simplifying this intricate network. "With a large customer base across multiple countries and brands, my goal is to obtain a 360-degree view of customers," he says. "We need to fully understand what our customers need and how they shop."

One Solution for Many Processes

ADOC started looking for a customizable CRM solution and soon settled on SugarCRM. "One of the main reasons we chose SugarCRM was its flexibility. It allowed us to customize modules to fit our industry and ADOC's unique needs," shares Luis. This adaptability has been essential for supporting the company's growth and diverse operations, from retail to wholesale and loyalty programs. "SugarCRM also stood out during the selection process by taking the time to truly understand our goals and challenges. Their team showed a strong commitment to finding a solution that aligned with our vision, which gave us the confidence to move forward," adds Luis.

The company launched several solutions on SugarCloud: First, ADOC created a centralized ticket management system for their support team to assist customers in [Sugar Serve](#). For more efficiency, ADOC started automating processes like assigning tickets to the appropriate team member. Next, the company deployed [Sugar Sell](#) to let internal teams easily track incidents and service requests. Finally, ADOC started relying on [Sugar Market](#) to better analyze customer behavior and preferences through customer segmentation. These phased changes streamlined key operations in the customer lifecycle, enabling ADOC's teams across services, sales, and marketing to work together to deliver the best customer experience while minimizing effort. "Sugar quickly became essential for my role. It is the primary tool we use to manage almost every aspect of our operations," shares Luis.

ADOC needed to ensure that Sugar would be adopted across the organization. So, the company held training sessions and focus groups to gather feedback from their team. "This helps us understand what works for our staff and what doesn't, allowing us to make necessary adjustments. It's important to make the system easy to use, especially for staff in the stores who need to move quickly for customers," says Luis. Meanwhile, a special team at ADOC, in charge of the successful adoption of new systems and processes like Sugar, spread awareness of the value of the new platform across the organization. "The key is to communicate clearly with the various departments, explaining why we are implementing these changes and how the new system will help them improve their metrics, increase sales, and track performance," Luis adds.

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– LUIS V.,
CRM Manager, Empresas ADOC

Creating Incentives, Building Loyalty

In their pursuit of creating meaningful connections with their customers, one of the most impactful changes ADOC made was integrating their loyalty program into Sugar. After extensive market research, the company created different customer loyalty tiers, each with unique benefits. “Silver members receive free membership and bonus points on their birthday, while Gold members can double their points on purchases and access exclusive promotions,” explains Luis. ADOC also set up clear rules for earning and redeeming points across all their stores, regardless of location. Finally, ADOC introduced customizations to optimize the loyalty program according to their preferences—for example, ensuring that points can be redeemed only on specific products.

ADOC also developed a retention program on Sugar. “The system analyzes a customer’s profile, including how many times they have purchased from us, their average purchase value, and how much they typically spend,” shares Luis. The company then offers personalized incentives like additional discounts to retain loyal customers. “We also analyze customer behaviors and needs through customer segmentation,” adds Luis. “Then, we can implement targeted marketing strategies, like sending out “miss-you” emails to reactivate customers who haven’t made a purchase in a while.”

Greater Customer Satisfaction, Faster Growth


Today, ADOC has a real-time, 360-degree view of the entire customer journey. This gives them the chance to resolve service challenges immediately. “For example, if a customer made a purchase online but didn’t receive the product, we can quickly track this issue and escalate it to the relevant department to find the root cause,” explains Luis. This results in greater customer satisfaction. “We have bumped our net promoter score (NPS) from 80% to 85%, and our goal is to reach 90% by the end of the year,” Luis adds.

All the changes have brought an 11x growth in customers. “Since deploying Sugar, we’ve grown from about 90,000 customers to over a million in less than two years, expanding from El Salvador to the entire region,” shares Luis. Now that interactions are personalized and issues are resolved quickly, ADOC’s customers stay loyal to the brand. “We’ve increased our retention rate from 35 to 45 percent and reduced our churn rate from 71 to 35 percent,” Luis adds. ADOC has also increased the customer lifetime value (CLV), bringing in more revenue per customer.

ADOC has reached its ultimate goal: building a meaningful connection with customers. “Configuring Sugar to support the loyalty program has been one of our best decisions. We have attracted over 600,000 members, representing more than 20 percent of total sales. We’ve also significantly boosted our engagement and retention efforts,” Luis summarizes.

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Looking back, Luis gives credit to the Sugar team for a successful implementation. “Sugar’s proactive support and responsiveness make them feel like an extension of our own team. The support team is always approachable and solution-driven, addressing challenges quickly and effectively,” he adds. “Over time, we’ve built a strong, collaborative relationship that goes beyond a typical vendor-client interaction. Their guidance and adaptability have been key in helping us evolve our CRM strategy and become more customer-focused.”

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About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar’s platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit www.sugarcrm.com.